



Course Specifications

Course name: Persuasion Course code: PRA305	Program: Public Relations and Advertising Level: Third Academic semester: 1st term – 2nd term
Major: Public Relations and Advertising	No. of studying units: 3 Theoretical: (3) Practical: (0)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

- A/1- Define persuasion, how we convince others, and how persuasion takes place.
- A/2- List the components of the Diffusion of Innovations Model.
- A/3- Identify the factors affecting the speed of adoption of new products and ideas.
- A/4- Define strategies for building a successful persuasive message.
- A/5- Identify the role of personal communication in spreading innovative ideas, and the most prominent advantages of personal communication.
- A/6- Define the steps for designing a persuasive strategy.
- A/7- Applied media campaigns on persuasion strategies and steps for designing the persuasion strategy using various forms of media content in the field of persuasion: Traffic campaign, New Cities campaign.
- A/8- Maslow's hierarchy of needs (practical examples of persuasion campaigns). A/9- Persuasion models (The Innovation Resistance Model - the Persuasive Communication model for the advertising message - the immersion theory - the Foote Cone & Belding model). A/10- Stages of purchasing behavior, values that affect the purchasing behavior of high-involvement products, types of purchasing attitudes, risks facing the consumer before making a purchase decision, the purchase decision for innovations and new products. A/11- List the basic components of persuasion in the field of personal communication. A/12- Applied models of famous personalities based on personal communication as a persuasive input. A/13- An applied model: the persuasive strategy of the first Gulf War. A/14- An Applied Model: The Persuasive Strategy of the Second Gulf War.

b) Intellectual Skills

- B/1: Analyze the persuasive strategies of some media campaigns. B/2: Explain the relationship between the persuasive strategy and campaign success. B/3: Analyze the basic components of a successful personality. B/4: Analyze the factors affecting the diffusion of innovative ideas. B/5: Plan a campaign persuasive strategy. B/6: Explain the elements of persuasion in personal communication.

c) Professional and practical skills

- C/1: Design a persuasive campaign for an idea. C/2: Present a persuasive campaign.

d) General and transferable skills

- D/1: Collect information via the internet. D/2: Present a report on the most famous successful personalities in the world. D/3: Present a report on one of the persuasion campaigns. D/4: Discuss a persuasive idea for a selected cause.

Course content: 1. Definition of persuasion 2. Diffusion of Innovations Model 3. Strategies for building a successful persuasive message 4. Interpersonal communication and diffusion of innovations 5. Steps for designing a persuasive strategy 6. Applied media campaigns on persuasion strategies 7. midterm exam 8. Maslow's hierarchy of needs 9. Persuasion models 10. Stages of buying behavior 11. Types of purchasing situations 12. The basic elements of persuasion 13. Practical models of famous personalities 14. An applied model: the persuasive strategy of the first Gulf War, an applied model: the persuasive strategy of the second Gulf War 15. Final exam.

Teaching and learning methods: 1- Theoretical lectures. 2- Practical Training 3- Presentations. 4- Brainstorming 5-Discussions

Student Assessment Methods

7/A/1 oral exams. 7/A/2 written exams. 7 / A/3 coursework, such as a group of students choosing an idea to apply media campaigns to persuasion strategies and steps for designing a persuasive strategy in various media in the field of persuasion. 7/A/4 Participation in the lecture. 7/A/5 practical exam.